

SOCIETIES.

OCTOBER - DECEMBER 2025



A VISIONARY GUIDE FOR EXTRAORDINARY HOSPITALITY BRANDS

QUARTERLY

QUARTERLY

Designing Tomorrow's Hospitality, *Today*



Welcome to the fourth edition of *SOCIETIES, Quarterly*; a curated lens on what's shaping the future of exceptional hospitality.

As 2025 draws to a close, the creative landscape is evolving faster than ever. Design languages are shifting. AI tools are maturing. Culture is in flux. And through it all, a new kind of hotelier is emerging, not just reactive to trends, but fluent in them.

This guide is for you: the tastemakers, the visionaries, the ones designing spaces that resonate beyond aesthetics. Within these pages, you'll find a benchmark, not a prediction, but a provocation. A call to imagine further. Curate deeper. Move faster. And always with intention.

In this edition, we explore how subtle tech integration, cultural nuance, and narrative-rich design are becoming essential markers of brand distinction. As sameness spreads, it's those who craft with clarity and edit with restraint, who will lead.

We invite you to pause, absorb, and re-enter your work with sharper vision and renewed perspective. Let's shape what's next.

Sebastien Felix, Founder and CEO of Influence Society

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The New Quiet: Why Brands Are Embracing Secret Events

In a world oversaturated with spectacle, the most **magnetic** brand experiences are now the ones you can't see. From **Cartier's** hush-hush poker night for **Timothée Chalamet** to **Bottega Veneta's** underground concerts, secret events are quietly redefining cultural capital. These curated moments, deliberately off-grid, **deliberately intimate**, aren't just marketing; they're modern rituals of belonging. By trading access for aura, brands deepen loyalty, heighten intrigue, and invite only the most devoted into the fold. The message is **clear**: if you weren't there, you'll wish you had been.

<https://edition.partners/articles/why-are-brands-embracing-secret-events>



The New Restaurants Defining LA Dining This Season

Los Angeles' dining scene continues to evolve, blending global influences with California's **seasonal** abundance. This year, a soulful Southern kitchen redefines comfort in West Hollywood, an Echo Park gem expands its **Italian** roots, and a breezy cantina invites golden-hour lingerers in Hollywood. Each space pairs **culinary creativity** with interiors that feel meticulously composed, warm, intentional, and evocative. These aren't just restaurants; they're design-led destinations where storytelling, taste, and texture converge to create unforgettable, **immersive** moments.

<https://www.wallpaper.com/travel/restaurants/new-restaurants-in-los-angeles>



Crafted Vision: How Gemini Redefines Visual Storytelling

Powered by **Google DeepMind's** latest image model, this update redefines how visuals are crafted, preserving every nuance of tone, texture, and identity. For hotels, it opens new possibilities: refining **brand photography**, visualizing future spaces, or curating editorial imagery that feels both authentic and **aspirational**. From reimagining interiors to blending lifestyle scenes, Gemini's precision keeps your aesthetic consistent across every touchpoint. A fusion of **artistry** and **AI**, crafted to help hoteliers bring their brand vision vividly to life.

<https://blog.google/products/gemini/updated-image-editing-model/>



Smart Glasses, Smarter Hospitality

Meta's new generation of **AI-powered** smart glasses, designed with **Ray-Ban** and **Oakley**, signals more than a tech milestone. It hints at a future where hospitality blends seamlessly with wearable innovation. Imagine hotel teams offering hands-free check-ins, on-the-go concierge access, or **immersive property tours**, all through a discreet, design-forward lens. With Meta anchoring its vision in everyday **wearability**, hotels now have an opportunity to reimagine service, not as scripted transactions, but as intuitive, tech-enhanced moments of connection. The future guest experience might just be worn, not downloaded.

<https://www.wired.com/story/meta-has-already-won-the-smart-glasses-race/>



Marc Jacobs Runway AW 2025

In the heart of the **New York Public Library**, MATTE reimagined the runway as a cinematic canvas, layering the precision of **Marc Jacobs'** autumn/winter collection with an **architectural** sense of scale and drama. A ceiling-mounted camera reframed tradition, offering a rare, overhead view that revealed hidden craftsmanship: intricate underpinnings, **intentional** textures, and silhouettes in motion. This seamless **fusion** of fashion and visual storytelling gave global audiences front-row intimacy from afar, an elevated portrait of **modern elegance**, captured with intention and **nuance**.

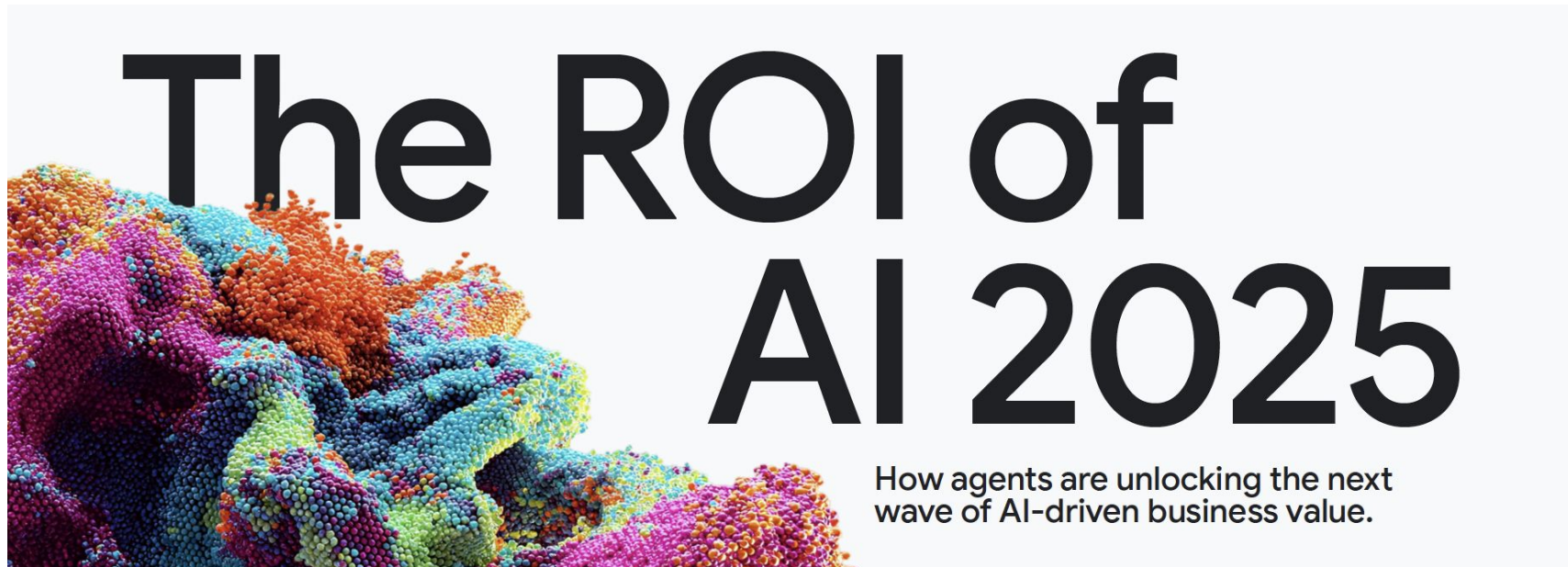
<https://matteprojects.com/projects/marc-jacobs-runway-2025>



AI at the Edge of Autonomy

We're entering a new phase where **AI** doesn't just assist, it acts. From concierge-like agents handling nuanced guest requests to backstage systems refining logistics, the **agentic shift** marks a departure from novelty to necessity. As more brands embrace these intelligent tools, the opportunity is not just operational, it's artistic. Thoughtful AI integration enhances both **pace** and **presence**, letting design and hospitality speak louder. Now is the time to experiment, not with gimmicks, but with systems that quietly elevate the entire guest journey.

https://www.linkedin.com/posts/neilhoyne_the-roi-of-ai-2025-activity-7369731059439087623-sljy?



Reclaiming Icons: Paulin's Sculptural Legacy Reimagined

A visionary revival of modern design, **Paulin, Paulin, Paulin** reintroduces two of Pierre Paulin's most **iconic** pieces: the **Tongue chair** and **Blublub sofa**. First imagined in the late 20th century, these forms now return with vivid color options and custom **combinations**, honoring heritage while inviting personal expression. Launching September 5, the collection marks a shift toward accessibility without compromise, debuting online and at **Paris Design Week**. It's a bold reaffirmation of the Paulin legacy—timeless, sculptural, and unapologetically forward-thinking.

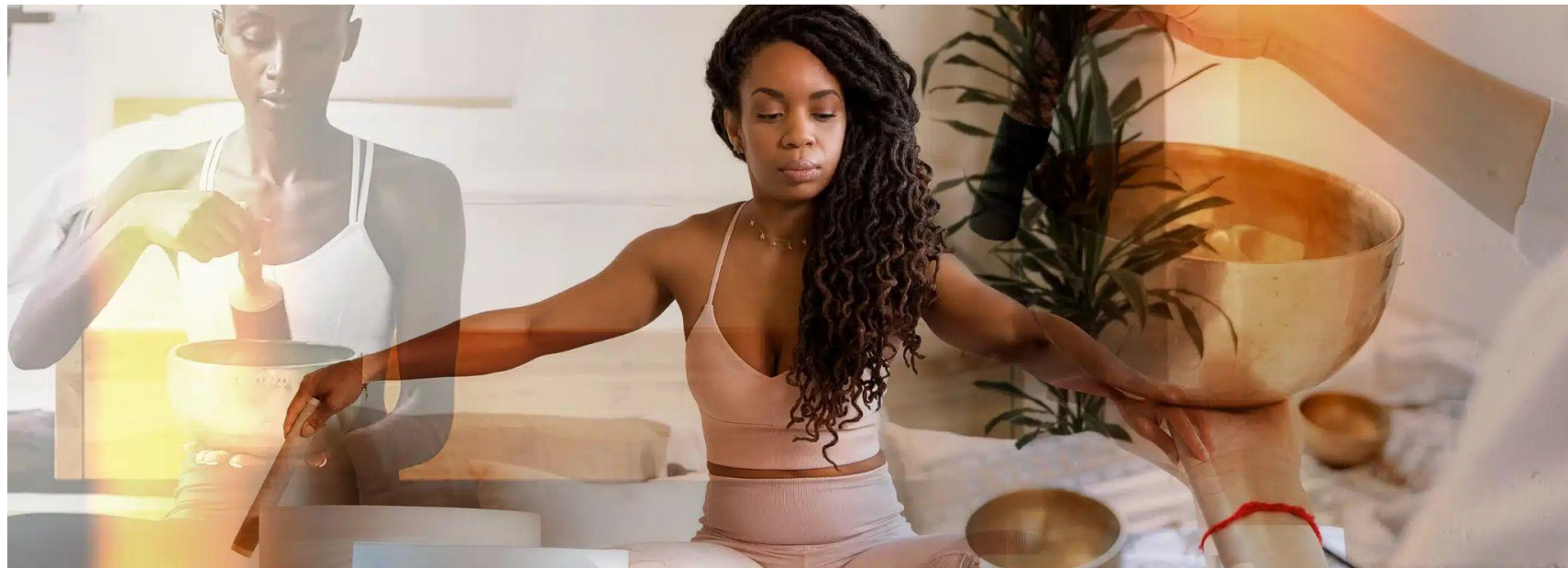
<https://hypebeast.com/2025/9/paulin-paulin-paulin-revives-two-iconic-creations-tongue-chair-blublub-sofa-paris-design-week-release-info>



The Harmonic Embrace: The Healing Power of Sound Baths

Amid the ever-accelerating pace of contemporary life, **sound baths** offer a rare moment of stillness, a **sensorial practice** where ancient vibrations meet modern mindfulness. Reverberating gongs, Tibetan bowls, and tonal chimes create a **frequency-led** journey that quiets the noise and restores equilibrium. Once rooted in spiritual rituals, this immersive experience is being reimagined in design-led sanctuaries around the world, embraced by aesthetes and cultural innovators alike. Sound becomes more than **ambience**, it becomes an act of **reconnection**. Refined, inclusive, and quietly transformative, a sound bath invites the body to listen, and the mind to soften.

<https://www.dontdiewondering.com/the-harmonic-embrace-discovering-the-healing-power-of-sound-baths/>



Electric Americana: Tesla's Vision of the Modern Pit Stop

A reimagined icon of **Americana**, Tesla's first diner fuses mid-century nostalgia with future-forward design. Set on **Route 66** in West Hollywood, the two-story structure houses 80 Superchargers, rooftop city views, and two sweeping LED megascreens. Inside, guests can order retro fare, from smash burgers to hand-spun shakes, served in **Cybertruck**-inspired packaging. The experience extends beyond dining: solar canopies, a curated retail shop, and seamless in-car ordering redefine the roadside stop as an immersive, all-electric destination. **Bold yet refined**, it's a cinematic homage to movement, memory, and modernity.

<https://hypebeast.com/2025/7/tesla-diner-west-hollywood-first-look-info>



Flight Mode: Activated

Above the gridlock, a new era of **urban travel** is taking flight. **Dubai** and **Abu Dhabi** are preparing to launch flying taxis, quiet, electric aircraft that promise to reshape the skyline and shorten the commute from hours to minutes. With vertiports mapped and test flights complete, the UAE is positioning itself as a global leader in **aerial mobility**. More than just a tech leap, this is a bold reimagining of infrastructure, shaped by **ambition**, design, and agility. In the **Emirates**, the future doesn't hover, it lands.

<https://monocle.com/business/aviation/in-the-uae-flying-taxis-will-soon-be-a-reality/>



Aqua Terra: The Modern Classic in Motion

Omega's newest **Seamaster Aqua Terra** balances precision and play with a striking turquoise-and-black ceramic pairing that feels equally at home on a **yacht deck** or under a **dinner jacket**. Its lacquered gradient dial, integrated rubber strap, and METAS-certified movement fuse functionality with a sense of laid-back confidence. Water resistant to 150m and available in 38mm and 41mm sizes, this is a watch that doesn't just keep up, it stays ahead. Think **Bond** on holiday, but ready to act at a moment's notice.

<https://www.gq-magazine.co.uk/article/omegas-new-seamaster-looks-like-james-bonds-holiday-watch>



Eversolo Play: Where Analog Charm Meets Streaming Precision

Merging sleek **design** with comprehensive audio flexibility, the **Eversolo Play** is a modern all-in-one amp that honors the tactile nostalgia of CDs while embracing the ease of **digital streaming**. With a built-in 60W amplifier, DAC, and support for services like Tidal and Amazon Music, it effortlessly connects to nearly any source, cloud, network, or disc. The CD edition goes further, letting you play and rip discs via a tactile side-loader and intuitive touchscreen. A **future-ready** solution for those who value both format and fidelity.

<https://www.wallpaper.com/tech/eversolos-all-in-one-streaming-amp-takes-care-of-cds-as-well-as-almost-every-online-service>



When Hotels Think Like Boutiques

By **embedding** outlets like bakeries, coffee bars, or concept **stores** into their spaces, hotels are **reimagining** what hospitality can be. Hotel Praktik Bakery leads the way, where the scent of fresh bread invites locals and travelers alike, turning everyday rituals into **brand experiences**. These thoughtful additions do more than generate incremental revenue, they build **community**, deepen brand resonance, and transform the lobby into a living, breathing part of the neighborhood.

https://www.linkedin.com/posts/thijsdeboer9_on-my-daily-walk-to-work-i-pass-by-countless-activity-7369270504739749888-XVWI?



Where Architecture Meets Atmosphere: Saha Casa's Sculpted Serenity in Da Nang

Perched above Da Nang's Morrison Street, **Ho Khue Architects' Saha Casa Boutique** redefines the coastal hotel vernacular with sculptural restraint and sensory depth. The **rooftop pool**, an acrylic-fronted cantilever stretching six meters from the façade, frames **ocean views** with cinematic drama. Natural stone, arched passageways, and lush vertical gardens reference cave-like forms, creating a **meditative** spatial rhythm. At once grounded and ethereal, Saha Casa isn't just architecture, it's an **atmosphere**, crafted for guests who seek design that engages every sense.

<https://www.designboom.com/architecture/rooftop-pool-facade-ho-khue-architects-hotel-vietnam-08-31-2025/>



Magic Cue: Travel Details, Seamlessly Delivered

With Google's new **Magic Cue**, travel becomes less about searching and more about **experiencing**. This subtle **AI feature**, exclusive to Pixel 10, anticipates your needs, surfacing flight numbers during airline calls, itinerary info in chats, and even booking details from screenshots. It's an elegant fusion of **machine learning** and minimalist design, offering just-in-time information without disrupting your flow. For hospitality brands, it signals a future where tech quietly supports the journey, thoughtfully, and without friction.

<https://skift.com/2025/08/21/googles-magic-cue-uses-ai-to-quickly-surface-travel-info/>



Porsche's Cayenne EV Embraces Wireless Charging

No cables, no fuss, **Porsche's** upcoming **Cayenne EV** reimagines electric mobility with **wireless charging**. Slated for release in 2026, the all-electric SUV offers an optional inductive charging system: simply park over a discreet ground plate and let the charge flow, **effortlessly**. Engineered for seamless daily use, the system delivers 11 kW at 90% efficiency, rivaling traditional plugs. By merging minimalist tech with intuitive design, Porsche quietly elevates the EV experience, offering a glimpse into a **future** where innovation enhances convenience, not complexity.

<https://robbreport.com/motors/cars/porsche-cayenne-ev-wireless-charging-1237014828/>



Small Jet, Bold Vision

Etihad's new A321LR redefines what a single-aisle aircraft can be. Outfitted with private **First Suites** and lie-flat **Business seats**, it brings long-haul luxury to short- and mid-haul routes, delivering seamless comfort from **Abu Dhabi** to **Phuket, Paris**, and beyond. More than a technical feat, it's a design-forward gesture toward elevated air travel, where detail and atmosphere matter. By betting on **intimacy** over scale, Etihad shows that luxury isn't about size, it's about experience. A new chapter in **premium** aviation takes flight.

<https://monocle.com/business/aviation/etihad-a321lr-first-business-class-short-haul/>



Why Minimalism Still Resonates in the Home

Minimalism continues to hold space in **contemporary interiors**, not as a fleeting trend, but as a response to overstimulation and visual noise. Today's minimalism is softer, **more sensual**: curved forms, **textured** ceramics, and **neutral** palettes that echo the calm of nature. Inspired by **Japandi** and **organic** modernism, these spaces are less about restraint and more about emotional **clarity**. In a chaotic world, a pared-back aesthetic offers a subtle form of restoration, where each object is considered, and every corner **breathes** with intention.

<https://www.dontdiewondering.com/why-minimalism-on-our-walls-and-in-the-home-is-still-a-thing/>



AI, as a Creative Medium

Artificial intelligence is no longer just assisting **creativity**, it's becoming the medium itself. Much like photography or the internet once reshaped expression, AI now offers a **new canvas** for artists, writers, and musicians to explore ideas beyond human or machine alone. From real-time adaptive music to imagery born from code, **AI** invites a new era of co-authorship between human intention and machine intuition. As accessibility grows, so too does the opportunity: creativity is evolving, and AI is at its center. The future of **artistic expression** is not only imminent, it's interactive.

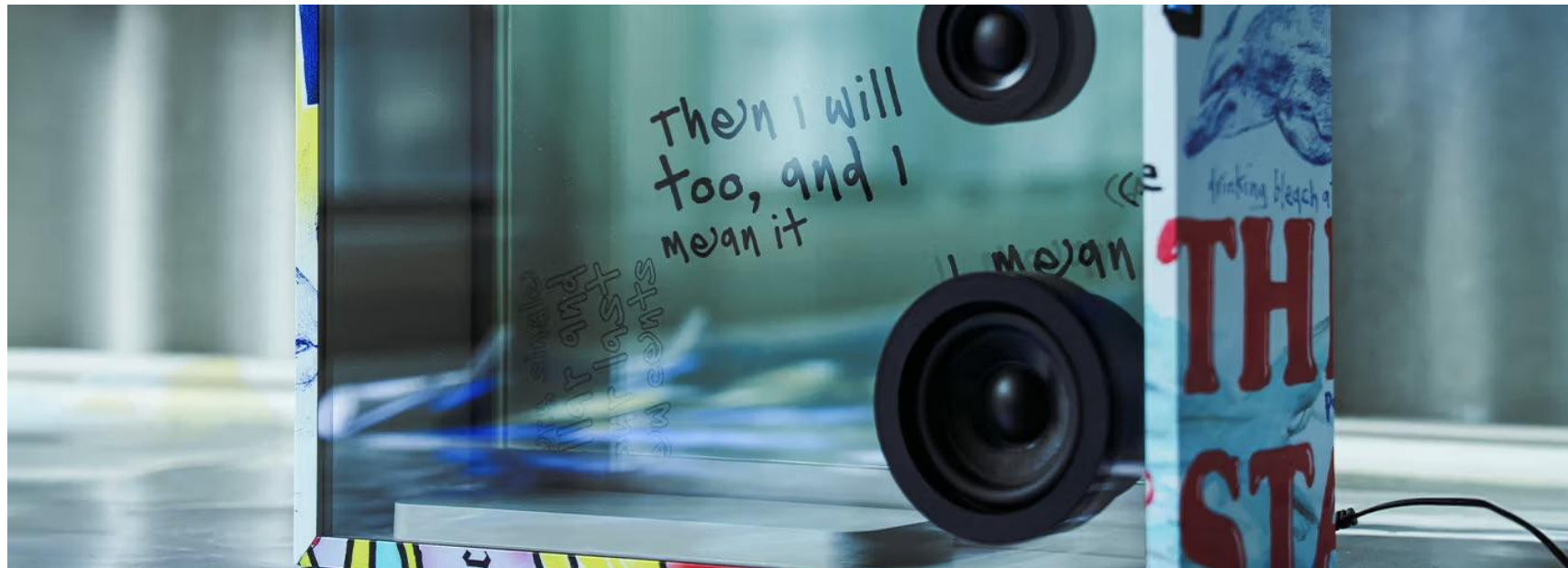
<https://alphaavenue.ai/en/magazine/creatives/ai-as-a-creative-medium-what-is-changing-now/>



Pauly x Cotodama: A Living Canvas for Sound

When **art** and **audio** entwine, something remarkable happens. The **Pauly x Cotodama collaboration** transforms a speaker into an emotive, visual storyteller, where lyrics ripple across the screen in **Pauly Bonomelli's** handwritten font, and instrumentals animate with his layered, introspective artwork. Cotodama's **lyric-sync** technology doesn't just play music, it interprets it. This limited-edition release (just 40 pieces) invites you to listen with your eyes and feel with your ears. A **design-forward** artifact that celebrates the lost art of slow listening in a fast world.

<https://hypebeast.com/2025/8/pauly-cotodama-lyric-speaker-collaboration-interview>



Furniture as Landscape: Flexform's 'Loungescape'

Antonio Citterio's modular 'Loungescape' system for Flexform reimagines the sofa as sculptural terrain, inviting repose, reflection, and reconfiguration. With monolithic volumes softened by subtle inclines and **seamless** upholstery, each element is designed to create a sense of lightness and continuity. The integrated pivot system ensures adaptability, while a range of materials allows for bespoke **expression**. First seen at **Milan Design Week 2025**, 'Loungescape' is more than furniture, it's a topographic intervention that reshapes the domestic landscape with quiet innovation and architectural grace.

<https://www.wallpaper.com/design-interiors/furniture/flexform-loungescape-seating-system>



Maker's Mark Reimagines Bourbon Through Art

Amid rolling hills and aging barrels, **Maker's Mark** unveils a striking cultural chapter: a collaboration with glass artist **Dale Chihuly**. His vibrant installations, set across **Star Hill Farm**, illuminate the distillery's evolving identity, one rooted in artistry and environmental renewal. From a sculptural chandelier in the cellar to sweeping works across the land, each piece reflects a brand redefining bourbon through **experience**. With regenerative farming and a curated **"Summer of Sours"** campaign, Maker's Mark isn't just producing whiskey, it's shaping a **contemporary** lifestyle steeped in craft, culture, and conscious design.

<https://hypebeast.com/2025/8/dale-chihuly-glass-installation-at-makers-mark-starhill-farm>



Nothing's Headphone (1): Where Form Listens to Function

A **bold debut** into high-end audio, **Nothing's Headphone (1)** reimagines physical interaction through a sculptural blend of form and function. Its transparent shell reveals circular acoustic chambers, while tactile elements, a central Button, volume Roller, and intuitive Paddle, **reintroduce** control as a **sensory experience**. Hi-res and spatial audio, paired with KEF-tuned presets, elevate listening into immersion. Quick charging meets 80-hour endurance, and a 3.5 mm jack anchors it in **analog purity**. Launched as part of Nothing's shift from follower to innovator, this design-led release signals a brand unafraid to pair craft with ambition and silence with clarity.

<https://thefashionography.com/fashion-lifestyle/tech/nothing-steps-into-high-end-audio-with-headphone-1/>



Where Caribbean rhythm meets avant-garde design

W Punta Cana redefines all-inclusive luxury with a **bold, adults-only retreat** on the Dominican coast. Set against a backdrop of endemic flora and a 400-meter private beachfront, this low-density sanctuary invites connection, with **nature**, with **culture**, with self. Each suite is an expansive escape, complete with curated maxi bars and select swim-up or private pools. From the iconic **WET Deck** to open-air experiences shaped by **sustainable** architecture, every detail reflects a fresh, design-forward take on Caribbean **hospitality**.

<https://www.trendhunter.com/trends/w-punta-cana>



Kupu Sauna: Where Scandinavian Design Meets Japanese Ritual

A **masterwork** in spatial design and **sensory** detail, the **Kupu Sauna** from **Maruni** marries Scandinavian restraint with Japanese craftsmanship. Designed by **Wataru Kumano**, its half-dome form optimizes heat flow while echoing the quiet elegance of hinoki wood. The fragrance, the grain, the joinery, each element speaks to a philosophy of presence and precision. Compact yet **immersive**, it invites a deeper ritual of restoration. Whether installed as a singular form or expanded into a full-length retreat, Kupu transforms daily bathing into a **meditative** design experience.

<https://www.wallpaper.com/design-interiors/maruni-japanese-sauna>



A new lightness takes shape

At just 5.6 mm thin, **iPhone Air** approaches the idea of absence, its presence felt more through capability than form. A 6.5-inch display and the A19 Pro chip deliver quiet power, housed in a silhouette that nearly vanishes. This is design reduced to the least possible. Is this how technology should be with luxury experiences? As Dieter Rams so eloquently said it, less is more.

<https://www.apple.com/iphone-air/>



Ferrari's Bold Leap into the Untouched Segment

A **radical** redefinition of what a **Ferrari** can be, the Purosangue is more than just the marque's first four-door, it's a **masterclass** in dynamic innovation. Marrying a **naturally aspirated V12** with motorsport-derived suspension and a sculptural, aero-conscious design, Ferrari has created something uniquely its own: a high-riding, full-size four-seater that still moves like a thoroughbred. From **welcome doors** to carbon-fibre accents, it's a striking blend of utility and purity, proof that **performance** and practicality can coexist without compromise, when engineered with intent and imagination. As Ferrari puts it: the segment is no longer SUV. It's Purosangue.

<https://www.ferrari.com/en-EN/magazine/articles/Mythbusters-four-door-Ferrari>



Marriott's Future of Hospitality with AI

Marriott is reimagining hospitality at the intersection of **design, data, and human-centered** innovation. As part of its multi-year transformation, the brand is crafting a model-agnostic **AI framework** layered with agentic capabilities, allowing for streamlined automation without sacrificing the guest experience. The goal? Empowering staff to focus on **connection** over repetition. From cloud-native systems to quietly intelligent concierge tools, Marriott's approach blends trust-driven governance with subtle tech integration. It's not about flash, it's about **thoughtful**, scalable design that anticipates tomorrow's traveler while honoring today's **hospitality** craft. A future quietly unfolding, one system at a time.

<https://www.ciodive.com/news/marriott-international-AI-strategy-agentic-cloud-cybersecurity/758922/>



Where Luxury Takes Flight

Luxury **hospitality** and private **aviation** are no longer separate worlds, they're one seamless journey. From the private terminal to the penthouse suite, today's elite traveler demands continuity, personalization, and excellence. Hotels now design entire guest experiences, integrating curated flights, exclusive events, and in-flight gastronomy. At hubs like **Paris-Le Bourget**, this fusion is taking shape, refined, resilient, and increasingly sustainable. More than just travel and lodging, this new **ecosystem** delivers time, comfort, and unforgettable moments, redefining what it means to move through the world in style.

<https://www.influence-society.com/insights/how-luxury-hospitality-meets-business-aviation>



The Product Steps Into the Spotlight

In today's design-forward economy, product **quality** is no longer a quiet assumption, it's the **main character**. From luxury outerwear to precision-engineered tech, brands are casting their **craftsmanship**, innovation, and **longevity** in starring roles. Elevated imagery, tactile storytelling, and sensory-rich content are replacing empty slogans. This shift isn't about abandoning **brand storytelling**; it's about aligning it with real, tangible excellence. Because in a world of perfect information, the most resonant message is one that doesn't just promise quality, it shows it.

<https://edition.partners/articles/product-is-the-main-character>



Bottega Veneta's Intrecciato Takes Center Stage at Harrods

Bottega Veneta's Harrods pop-up is a sculptural homage to intrecciato, the house's iconic woven-leather technique that quietly defines its brand. Marking 50 years of this artisanal craft, the space pairs tactile luxury with design purity. A striking walnut-and-concrete table anchors the room, showcasing bags, garments, and objects in various stages of construction, revealing the intricacies beneath their understated elegance. Opening ahead of Louise Trotter's debut as creative director, this installation feels less like retail and more like a quietly powerful prelude to a new creative chapter. A story told in texture, restraint, and time-honored craft.

<https://www.wallpaper.com/fashion-beauty/bottega-veneta-harrods-popup-intrecciato>



Where architecture meets altitude

Not A Hotel redefines movement with **Not A Garage**, a curated mobility service extending its shared-ownership model to the skies and sea. From **helicopters to yachts**, the brand transforms transit into an extension of design-led living. Take the **ACH130 Aston Martin Edition**: a sleek, handcrafted helicopter that fuses the sophistication of Aston Martin with the precision of **Airbus**. Finished in xenon grey and ultramarine black, and detailed like a sports car interior, it offers **members** an immersive travel experience where luxury doesn't pause between destinations, it elevates.

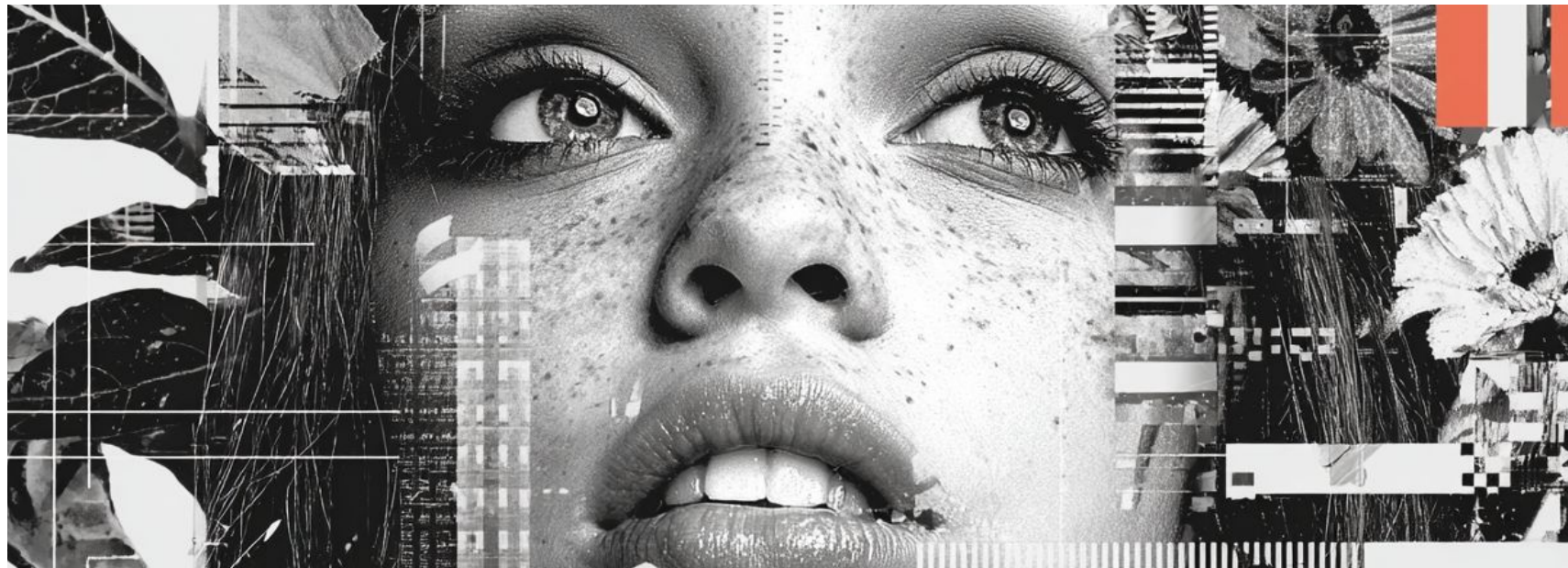
<https://www.tatlerasia.com/homes/architecture-design/not-a-hotel-luxury-mobility-service-not-a-garage>



The End of the Collection Era

In **luxury** hospitality, sameness masquerades as distinction. Soft brands cluster sameness under curated names, “**collections**”, diluting identity into marketing gloss. True **value** now lies elsewhere: in the **irreplaceable**. A retreat rooted in place, culture, and memory cannot be cloned. Investors know this. So do families. The future belongs to **singular properties**, those stitched into the land, immune to replication, and too rare to be commoditized. Scarcity isn’t a slogan; it’s a strategy. The truly rare don’t need to posture. They simply exist, and that’s enough.

<https://adaltius.com/the-death-of-collections-the-rise-of-the-irreplaceable/>

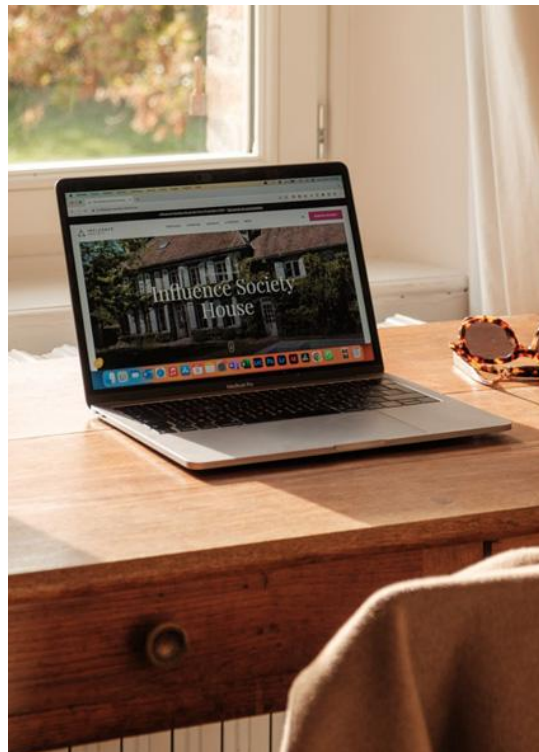


Our *Thoughts*

As this year comes to a close, we find ourselves reflecting not just on what's evolved, but how. In this edition, we tracked the quiet shifts: interfaces becoming invisible, branding becoming more sensory, and design returning to its tactile roots. We explored how cultural moments are no longer broadcast but felt, through texture, sound, spatial rhythm, and narrative depth.

We looked at design that restores calm in overstimulated spaces, materials that mute noise, color palettes that regulate energy, and physical environments that act as a kind of emotional architecture. We spotlighted hotels that move beyond aesthetics to offer clarity, softness, and refuge in an increasingly chaotic digital world.

In tech, the story isn't speed, it's sensitivity. Yes, AI can generate at scale. But we're more interested in how it's being used with restraint, to refine tone, to elevate mood, and to enhance, not overtake, brand storytelling. This quarter, we saw more nuanced use of AI, integrated behind the scenes, never as the headline.



We also studied collaborations that blur the line between heritage and tomorrow, graphic design rooted in analog process but activated by digital tools; fashion houses tapping generative art; architecture that bridges brutalism and biophilia. These intersections aren't trend chasing, they're the markers of a new creative language being formed.

Ultimately, this issue is about intentionality. As creative tools become more accessible, the question isn't can you make something, it's why and how you make it. The future belongs to those who know the difference. As always, we're here to surface the signals, start the conversations, and spotlight the minds shaping what's next. Thank you for being with us in 2025. We'll see you in Q1, with new questions, new patterns, and new possibilities.

Let's build the future, *together*.

Influence Society is a creative agency at the intersection of design, technology, and hospitality. We help extraordinary hotels craft compelling brand narratives, blending aesthetics with cutting-edge digital strategies to shape the future of hospitality. Through visionary storytelling, innovative marketing, and deep industry expertise, we empower hotels to stay ahead in an ever-evolving landscape.

Societies Quarterly is a curated exploration of the ideas shaping the future of hospitality. Every insight, trend, and innovation featured here has been carefully selected, with original sources linked for further exploration.

For inquiries, collaborations, or to share your thoughts, reach out to us at:



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